



A Cooperative Evolution

Sunkist Competes in the Global Market



Global Sourcing

- It's logical
- It's controversial
- It's inevitable



It's the future

- Consumers want it
- Retailers demand it
- U.S. policies promote it
- Competition drives it



Consumers want it

- 600 produce items
- Its all in season – all the time



Retailers demand it

- It's a small world
- A category manager's world



U.S. policies promote it

- Trade instead of aid
- Free Trade Agreements
- Unintended consequences



Competition drives it

- High quality – low cost
- Balance of trade
- The limits of seasonality



Seasonality

	JAN.	FEE.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
VALENCIA ORANGES												
NAVEL ORANGES												
LEMONS												
GRAPEFRUIT												
PUMMELOS												
SATSUMA MANDARINS												
ORLANDO TANGELOS												
ROYAL MANDARINS												
MORO ORANGES												
FAIRCHILD TANGERINES												
MINNEOLA TANGELOS												
HONEY MANDARINS												
OROBLANCOS/MELOGOLDS												
CARA CARA NAVELS												
CLEMENTINE MANDARINS												
DANCY TANGERINES												



Global Sourcing



Texas Grapefruit



Spanish Clementine's



Chilean Lemons



Some Of Sunkist's Major Customers



New & Exciting Varieties



Cara Cara Navels



Pummelo's



Clementine's



Packaging



Sunkist®

